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(54) Title: **BARTER-BASED PLACEMENT FOR SEARCH ENGINE**

(57) Abstract: A search engine provides greater opportunities for advertisers to increase exposure to relevant consumer bases. One aspect of the invention is to provide a barter-per-placement system in which the advertiser offers a quantity of goods and/or services in exchange for advertising. The search engine provider evaluates the quantity of goods and/or services, and then the advertiser accepts or rejects the evaluation of goods and/or services. If accepted, the advertiser receives an account balance equal to the evaluation for advertising on the search engine. Another aspect of the invention is to provide multiple, automatically generated search results on the home page of the search engine. Advertisers are given an opportunity to bid for placement in the automatic searches, either on a cash or barter basis.

## **BARTER-BASED PLACEMENT FOR SEARCH ENGINE**

### **Background Of The Invention**

The present invention relates generally to search engines used in networks such as the Internet, and more specifically, to search engines that allow advertisers an opportunity to increase the likelihood that someone conducting a search with a search engine will visit the advertiser's Web site. Basically, the invention involves a system where advertisers are allowed to barter goods or services for placement in the results of a search.

### **Description Of The Related Art**

Electronic commerce, often referred to as "e-commerce," has grown at a logarithmic rate. More and more businesses are using the World Wide Web ("WWW" or simply the "Web") as a means for realizing commercial potential, by connecting consumers with the businesses that supply the goods and services sought by the consumers. Obvious advantages are achieved for both sides of the commercial transactions: consumers can shop at home for virtually any product or service, and businesses can maximize their potential to reach the enormous customer base that now has access to the Internet, through the proliferation of personal computers.

It becomes problematic that the Internet makes so much information available at a specific Web site, or other pertinent information, becomes difficult to locate. In response, several attempts have been made to assist the user of the Internet, and other networks, in locating pertinent information. U.S. Patent No. 5,987,480 to Donohue et al. describes a method and system for delivering documents customized for a particular user over the Internet. Searching is facilitated by using imbedded dynamic content.

U.S. Patent No. 5,870,559 to Leshem et al. describes a software system and associated method for facilitating the analysis and management of Web sites and Web site content. A mapping component scans a Web site over a network connection and builds a site map which graphically depicts the URLs and links of the site. U.S. Patent No. 5,974,572 to Weinberg et al. provides similar features.

U.S. Patent No. 5,966,710 to Burrows describes a method of searching an index, in which a memory stores an index having a plurality of index entries. Each of the index entries corresponds to a respective one of a plurality of terms associated with the stored information and has one or more location identifiers. A processor searches the stored index to identify the location identifiers of at least two index entries which correspond to terms of interest. The processor also determines the locations within the information which are represented by the identified location identifiers and at which the terms of interest have a relationship as indicated by a particular operator.

U.S. Patent No. 5,751,956 to Kirsch describes a method and apparatus for re-direction of server external hyper-link references, in which a Web server computer system provides for server based controlled management over a client reference to a resource locator independently selected by a client computer system and referencing a server external Web server.

A "search engine" is a tool that lets a consumer explore data bases containing the text from tens of millions of Web pages. When the search engine software finds pages that match the consumer's search request (often called "hits"), it presents them to the user with brief descriptions and click-able links to take the user to the web site. Some search engines concentrate primarily on providing a powerful search capability, while others also offer a multi-level topic directory that the user can browse for information on a given subject. Topic directories are usually prepared by search engine employees who spend their days visiting, selecting, and classifying Web sites based on content.

Most of the major search engines, including Alta vista, Excite, HotBot, InfoSeek, Lycos, Yahoo, and RocketLinks, carry advertising in order to finance their operations and avoid having to charge subscription fees for the user of their services. These typically come in the form of banner ads, which appear on the pages of the search engine, which can be clicked by the user to immediately connect the user to the banner ad Web site. Some search engines carry other features such as email, news, chat locations, stock quotes, weather reports, etc. as means for attracting visitors to the site. In general, search engines often offer

more than just results of searches. Most want to be thought of as the visitor's portal to the Internet, meaning the first place the visitor goes whenever he or she goes online.

5 Search engines are located by using their official address or URL (Uniform Resource Locator), which for any Web site usually begins with "http://www." and typically ends with ".com." However, with the latest versions of Web browsers like Netscape Navigator and Microsoft Internet Explorer, the visitor need include only the primary name, such as "rocketlinks."

10 Search engines are designed to make it as easy as possible for the visitor to find what he or she wants on the Internet. Most engines deploy robot programs called "spiders" or "crawlers" which are designed to track down Web pages, follow the links they contain, and add any new information they encounter to a master database or index. The spiders' work is supplemented with information supplied directly to the search engines by professional and amateur Web  
15 developers who take the time to notify the engines of newly created sites.

Search results are typically presented in order based on "relevancy." Different search engines use different methods for calculating relevancy, usually reported as a percentage indicating how well a particular Web page matches the visitor's search request. The formulas for calculating relevancy are constantly  
20 changing as search engines attempt to stay one step ahead of Web developers, some of whom engage in "spamdexing," which is the process of doctoring a Web page to fool search engines into putting it high on the list of search results. This

process may be a benefit to the Web page owner, but the material is likely to be not in the visitor's zone of interest, thus adding to the frustration of the visitor who needs to locate pages pertinent to his or her search. One common trick is to load a Web page with words, like "free" or "money," that may have nothing to do with the Web site. Some search engines respond to these tactics by writing into their software a relevancy formula that gives lower ranking to pages that contain numerous repeated words.

When a visitor uses a search engine for Web searching, he or she typically chooses a relevant search term or "keyword." The keyword is searched by the search engine from the full text of Web pages collected automatically by spider or crawler programs. Conventional databases like the electronic card catalog in a library allow the user to perform field searches. An example would be to input "Steinbeck" in the author field to produce a list of books by title. If information is sought about the author, "Steinbeck" can be entered into a subject field. Many Web search engine databases, however, make no distinction among the various types of information available. For Web search engines having field searching capabilities, the fields typically have to do with the Web page itself, such as its title, Web address or URL, the date the page was created, etc., rather than the information on the page. Thus, choosing the right keyword is critical to effective use of a search engine.

Some search engines have developed "pay-per-placement" marketing strategies, where in essence, a business pays a relatively small fee for each "hit"

registered by a visitor. The business pays more to have their URL appear higher in the listing of search results. For example, if the business sells flowers, it can pay for the right to have its URL appear first, second, third, etc., in the listing of search results, whether or not the word flower appears in the domain name of the business. Obviously, the business pays more per hit, the higher its URL appears in the results. The higher placement generates a higher number of hits, since the search results may include several pages of hits, and consumer/visitors tend to visit the first, or the first several, URLs. Increased traffic, measured by the number of hits, is tantamount to increasing the number of customers who walk into a store, and thereby results in more sales. Thus, the fees received for placement provide an additional source of revenue for the search engine company, apart from subscription fees and/or banner adds.

### Summary Of The Invention

An object of the present invention is to provide an improved method of conducting electronic commerce, whereby businesses having Web sites can improve the likelihood that consumers will visit their sites, and thus ultimately increase sales.

Another object of the present invention is to provide a barter-based method of doing business, in which a search engine provides search results in placements selected by advertisers who trade goods or services for higher placement of their URL in a listing of search results.

Still another object of the present invention is to provide a barter-for-placement search engine in which clients of the search engine can trade goods or services for higher placement, thereby providing clients of the search engine more flexibility and control in their advertising campaigns.

5           These and other objects of the invention are met by providing a method of doing business between a search engine provider and an advertiser, in which the advertiser offers a quantity of goods and/or services, the search engine provider evaluates the quantity of goods and/or services, the advertiser accepts or rejects the evaluation of goods and/or services, and if accepted, the advertiser receives an  
10           account balance equal to the evaluation for advertising on the search engine.

These and other objects and features of the present invention will become more apparent from the following detailed description, drawings and claims.

### **Brief Description Of The Drawings**

Figure 1 is a block diagram of a typical distributed database for storing  
15           multimedia information and being capable of searching with a search engine;

Figure 2 is a printout of the home page of a search engine according to a preferred embodiment of the present invention;

Figure 3 is a printout of the second half of the home page of Figure 2;



Figure 4 is the first half of a page generated by the search engine of the present invention, after the visitor clicks on the "Business" category that is listed immediately below the search word window;

Figure 5 is the second page of the page shown in Figure 4;

5        Figure 6 is a page of the search engine showing the results of a search for the term "flowers," and showing the placement of links to Web sites according to the highest bid per click; and

Figure 7 is a flow chart showing the steps undertaken by an advertiser to subscribe to the search engine and submit bids for placement.

#### 10        **Detailed Description Of The Preferred Embodiments**

The present invention can be implemented in any conventional network using known hardware. An example is illustrated in Figure 1, in which a distributed computer system 10 includes client or purchaser computers 12 connected to merchant server computers 14 through a network 16. The network  
15        16 can use Internet communications protocols to allow the customers to communicate with the merchants to conduct electronic commerce.

The customer computers 12 can be personal computers (PCs), workstations, or any of a variety of other larger or smaller computer systems. Each customer computer typically includes one or more processors, memories,  
20        and input/output devices. The servers of the merchants can be similarly configured, although the server may include multiple computers connected by a

separate private network.. The network 16 may be the Internet, which is hundreds of thousands of individual networks of computers.

During operation of the distributed system, customers desiring to access the Web sites of the merchants can do so by accessing information records stored  
5 by the servers of the merchants using, for example, the World Wide Web (WWW). The records of information can be in the form of Web pages, which can be data records including as content plain textual information, or more complex digitally encoded multimedia content. It should be noted that although this description focuses on locating information on the Web, the system can also be  
10 used for locating information via other wide or local area networks or information stored in a single computer using other communications protocols.

The purchasers can execute Web browser programs such as NAVIGATOR, EXPLORER, or MOSAIC to locate pages or records. The browser programs allow the users to enter addresses of specific Web pages to be  
15 retrieved. Typically, the address of a Web page is specified as a Universal Resource Locator (URL). In addition, once a page has been retrieved, the browser program can provide access to other pages or records by clicking on hyperlinks to previously retrieved Web pages. Such hyperlinks provide an automated way to enter the URL of another page and to retrieve that page.

20 In order to identify pages of interest among the millions of pages which are available on the Web, a search engine 18 can be accessed by the purchasers. The search engine includes means for parsing the pages, means for indexing the

parsed pages, means for searching the index, and means for presenting  
information about the pages located. All of these means are generally known, and  
implemented in software. The search engine 18 can be configured as one or more  
clusters of symmetric multi-processors, such as Digital Equipment Corp. ALPHA  
5 processors, memories, disk storage devices, and network interfaces which are all  
connected via high speed communications buses. The ALPHA microprocessors,  
which are 64 bit RISC processors, are mentioned only for illustrative purposes,  
and the search engine can use any other type having sufficient processing power  
and memories, including 32 bit CISC processors. For smaller databases, the  
10 search engine can be run on the computer storing the database.

The search engine can include an automated Web browser, a parsing  
module, an indexing module, a query module, index stream readers, an index and  
a maintenance module, all of which can be of conventional design. During the  
operation of the search engine 18, the automated browser, which as noted earlier  
15 can be referred to as a robot, periodically sends out requests over the network 16.  
The requests include URLs. In response to the requests, the merchant sites return  
the records or pages to the browser. The browser can locate pages by following  
hyperlinks embedded in previously acquired pages.

According to the present invention, a search engine facilitates advertising  
20 for merchants, and helps target their goods or services to a greater number of  
customers. The search engine of the present invention can correspond structurally  
to that shown in Figure 1, and can be accessed by using the URL

<http://www.rocketelinks.com>. The home page 20 for the search engine according to the present invention appears as two pages, respectively presented in Figures 2 and 3.

5 The home page 20 includes a variety of features including a "Today's Best Clicks" section 22, which lists in order headlines "Rewarding Credit Cards," "SJF.com - Material Handling Equipment & Services," "Mortgages for Any Credit At," "Don't Miss This Opportunity...," and "homeloans online at ...". The headlines are placed in a ranking based on what the merchant is willing to pay per hit, e.g., the highest placement has the highest per hit cost, which is paid by the  
10 merchant to the search engine company. For illustration, the highest placement in the Best Clicks section is \$0.69 per click. When a potential customer clicks on the "Rewarding Credit Cards" headline, the customer is linked to the Web site of the merchant; the merchant pays the per click rate, and the customer visiting the Web site may purchase goods or services from the merchant. The more hits the  
15 merchant has, potentially the more sales will be generated. Since the first several positions of the headlines will typically generate the most hits, merchants typically will bid more per hit to the search engine. This is demonstrated by the fact that the second highest placement is at \$0.68 per hit.

20 The search engine of the present invention also includes a "top clicks" section 24 which is similar to the "best clicks" section 22. The top clicks section spans both halves of the home page (Figures 2 and 3). Just as in the "best clicks" section, the higher placements cost more per hit to the merchant, as illustrated..

The right-hand side of the home page includes a "featured sponsors" section 26 (also spanning both pages). This section is broken down into different areas of interest, including "Money," "Gifts," "Internet," "Shopping," "Business," "Entertainment," and "E-Commerce." Within each section there is a listing of headlines for goods or services that relate to the particular area of interest. The headlines are placed or ranked according to an amount the merchants are willing to pay per hit. For example, in the Money section, "SJF.com" was the highest placed add, at \$0.64 per hit. The cost per hit for all items on the home page is determined by the search engine proprietor, who ranks them according to what the merchants are willing to pay.

One of the many novel features of the search engine of the present invention is that multiple different search results appear automatically on the home page of the search engine. In the illustrated embodiments, the multiple different results provide multiple per click bidding opportunities for the advertisers. The multiple different results are listed in the best clicks section 22, the featured sponsors section 26, and in the Featured Search sections 28, 30 and 32. As seen in Figure 2 and 3, the Featured Search sections have topical descriptors such as "Games," "Gifts," and "Entertainment." Preferably, the topical descriptors change periodically, as will be described more fully below.

When a visitor visits the home page of the search engine, the three Featured Searches automatically produce search results that have click-able headlines. Examples of headlines under Games include "Free Poetry Contest -

\$58,000 in prizes,” showing a per hit cost to the advertiser of \$0.30. Just as in the other sections, advertisers (merchants) pay to place their advertisements in the Featured Search categories; the advertisers willing to pay the highest are placed in the categories according to the highest bids for placement.

5                   Accordingly, one aspect of the invention is the automatic Featured Search feature, whereby just by visiting the search engine home page, the consumer is immediately provided with choices of Web sites to visit based on a search (that is paid for). Another aspect is that multiple search results are displayed on the home page of the search engine.

10                   One optional feature is that at time intervals of, for example, fifteen minutes, the Featured Search categories can be changed so that a frequent visitor to the search engine will have a variety of items to view at different times. This also tends to provide multiple exposures of links to multiple Web sites on the home page of the search engine, thereby providing additional opportunities for  
15                   advertisers to have exposure on the home page.

                  On the home page 20, there are several categories listed under the search word window 32, including “Business,” “Computers,” “Education,” “Entertainment,” “Family,” etc. By clicking on one of the categories, the home page changes to present “Best Clicks,” “Top Clicks,” “Featured Sponsors,” and  
20                   “Featured Searches” that correspond to the category. For example, when the visitor clicks on “Business,” a page corresponding to Figures 4 and 5 will appear. This allows more advertisers more opportunities to appear in multiple

automatically generated search results, categorized to match the advertiser's goods or services. As shown in Figures 4 and 5, the resulting automatically generated searches produce results pertinent to the business category. The featured searches become "Business," "Stocks," and "Investing," for example. Preferably, the featured sponsors, best clicks and top clicks also change to include headlines that relate to the business category. For example, the top "Best Click" for business is "Fierce.com" at \$0.20 per click.

When a user or consumer uses the search engine to conduct a search, he or she enters a keyword or keywords into the window 32 provided next to the "launch" button 34. Referring to Figure 6, by entering the word "flowers," a search result page 36 is generated. The search results are placed according to the highest per hit bid accepted by the search engine proprietor. In the illustrated embodiment, the highest bid, for "Australia Millennium Gallery Of Prints Posters" was \$0.40, resulting in that particular headline being the highest placed headline in the search results. The other headlines are listed in descending order determined by the amount of the bid.

The search engine is programmed to allow a merchant or advertiser to open an account in a way that the advertiser can bid on search terms so that the higher bids receive higher placement of the advertiser's Web site in the search results. Referring to Figure 7, the first step 38 in the subscription process is for the advertiser to open an account with the search engine proprietor. An essential element of the subscription process is for the advertiser to enter its URL.

In the second step 40, the advertiser lists a search term which is relevant to a particular good or service offered by the advertiser, e.g., "flowers." In the next step 42, the advertiser provides a written description of language that would appear in the search results. In the next step 44, the advertiser submits a bid on a per hit basis, e.g., \$0.25.

At that time, the advertiser may elect to add an additional search term. Instead of having to completely re-fill the information provided, the search engine is programmed to provide "fill-down" at block 46 so that the advertiser does not have to re-submit URL and other information. A bid for the second term is submitted at block 48. Alternatively, the additional keyword or term could be added prior to submitting a bid, so that all bids could be submitted at the same time.

At any time during the subscription process, the advertiser can elect to place the advertisement in the general search database, or in any of the multiple automatically generated searches that appear on the search engine home page, such as in the featured search section. The advertiser will be presented with multiple options for where to place the advertisement, thus providing multiple places to display the advertiser's advertisement, in effect giving more opportunities to have a high placement and enhanced visibility of their Web site.

Once all bids are submitted, the advertiser has an option to choose at block 50 between two methods of payment. The first is a conventional one in which the advertiser submits a method of payment at block 52, such as a credit card.



Afterwards, the advertiser selects a dollar amount (or other currency) to establish in an advertising account at block 54. Once this is done, the search engine proprietor approves or rejects the transaction, for example, by accepting or rejecting a check, or by verifying with a credit card company that a charge can be made, e.g., that the dollar amount of advertising does not exceed the credit limits of the card.

If payment is rejected, the transaction stops at block 56; if credit is approved, or a check is accepted, an account balance is established at block 58. At that point, the keywords or terms bid upon are entered into the database of the search engine, and thereafter, for each hit that is registered, the advertiser's account balance is debited on a per click basis by the amount of the bid.

Another novel feature of the present search engine is that the advertiser has an option to barter for placement. This option is chosen at block 50 of Figure 7. If the barter option is chosen, the advertiser submits his or her goods or services at block 60. For example, an advertiser may submit an automobile having a retail value of \$20,000. The submission is in essence an offer from the advertiser to the search engine proprietor to trade \$20,000 in goods for a corresponding dollar amount of advertising. The advertiser may at that time request a 1 to 1 evaluation, meaning \$20,000 in advertising in exchange for the \$20,000 retail value of the goods.

As a threshold matter, the search engine proprietor may reject the goods or services presented at block 62 for whatever reason deemed appropriate. Most

notably, the proprietor may find that some goods and services may be difficult or impossible to re-sell. Assuming the proprietor is willing to take the goods or services, the next step in the process is for the proprietor to evaluate the goods or services at block 64. The evaluation is made to correspond to a dollar amount, or other currency. In the prior example, the search engine proprietor may evaluate the \$20,000 goods at a wholesale value or less, such as \$15,000. Once the evaluation is submitted to the advertiser, the advertiser can reject the evaluation and stop at block 66. Alternatively, the advertiser can re-submit the goods or services at a different value, such as \$17,000 in a re-bid, re-submit loop 68. Once an evaluation is agreed upon, the evaluation is accepted by the advertiser and an account balance is established at block 70. As in the case of the cash transaction, the account is debited by the per click bid amount, each time the advertiser's Web site is visited.

It is understood that although the present invention has been described with reference to a preferred embodiment, various modifications, known to those skilled in the art, may be made to the structures and process steps presented herein without departing from the invention as recited in the several claims appended hereto.

Throughout the description and claims which follow there are references to means for facilitating the interaction between the customer and the search engine, between the search engine proprietor and the advertiser, and between the advertiser and the customer. These various means are provided in the software

written for the search engine. By example, when an advertiser seeks to subscribe to the search engine and purchase, either with cash or barter, the various advertising schemes described herein, the program will display on the PC of the advertiser the various forms and prompt the entry of the desired data. The

5 advertiser uses his or her keyboard to enter keywords and bid amount, and provide other required information necessary to establish an account, including the URL of the advertiser and the description that would be displayed either on the home page of the search engine or in the results of a search initiated by the visitor/customer. Any standard programming techniques and languages can be

10 employed to implement the foregoing.

What is claimed is:

1. A method of operating a search engine, comprising the steps of:  
allowing an advertiser having a Web site to select at least one keyword  
chosen to be relevant to the business of the advertiser; and  
receiving payment from the advertiser for the right to have a link to the  
advertiser's Web site appear on a home page of the search engine in a search  
result format.
2. The method according to claim 1, wherein the step of receiving payment  
comprises receiving payment on a per click basis.
3. The method according to claim 2, further comprising receiving a bid from  
the advertiser for an amount the advertiser is willing to pay on the per click basis,  
and placing the link to the advertiser's Web site on the home page of the search  
engine.
4. The method according to claim 2, further comprising permitting the  
advertiser to establish an account balance which is debited per click.
5. The method according to claim 4, further comprising providing the  
advertiser with options for establishing the account balance, a first option being  
cash, check or credit, and a second option being barter for goods and services.

6. The method according to claim 5, wherein the second option comprises receiving an offer of goods and/or services from the advertiser, evaluating the goods and/or services in a dollar amount, submitting the evaluation to the advertiser, and permitting the advertiser to accept or reject the evaluation.

7. The method according to claim 6, further comprising accepting a re-submission value of the goods and/or services by the advertiser at a alternative evaluation, and accepting or rejecting the re-submission value.

8. The method according to claim 1, wherein the step of allowing an advertiser to select at least one keyword comprises prompting the advertiser to undertake the steps of submitting a URL of the advertiser, submitting a description of the product or services available at the Web site corresponding to the URL, choosing at least one search term or keyword, and submitting a bid per click for the at least one keyword.

9. The method according to claim 9, further comprising providing a fill-down function so that the advertiser can submit multiple keywords without having to duplicate subscription information.

10. The method according to claim 1, further comprising permitting the advertiser to submit a bid per click for a keyword, and placing the advertiser's Web site link in a search result generated by a customer-initiated search in an order corresponding to the value of the bid.

11. A method of doing business between a search engine provider and an advertiser, comprising the steps of:

transmitting an offer to the search engine provider by the advertiser to exchange a quantity of goods and/or services for a quantity of advertising expressed in dollars;

transmitting by the search engine provider to the advertiser an evaluation of the quantity of goods and/or services;

transmitting by the advertiser to the search engine provider an acceptance or rejection of the evaluation; and

establishing an account balance for the advertiser at the amount of the accepted evaluation.

12. The method according to claim 11, further comprising the step of providing means for the advertiser to undertake the following steps: selecting at least one keyword having a correlation to the goods or services offered for sale at the Web site of the advertiser, submitting a dollar amount the advertiser is willing to pay for each hit registered by visitors who visit the Web site through the search engine, and placing the advertiser's link to the Web site in order of the highest bid for that particular keyword.
13. A search engine for use in a network such as the Internet, comprising:  
a database of URL's and descriptions of Web sites;  
a home page for the search engine;  
a window on the home page for entering a search word;  
a clickable icon on the home page for initiating the search; and  
search results displayed on the home page, without initiation by a visitor to the home page.
14. A search engine according to claim 13, wherein the search results are disposed in a plurality of categories as multiple independent search results.
15. A search engine according to claim 14, wherein the plurality of categories change periodically.

16. A search engine according to claim 14, further comprising means for allowing an advertiser to place a link to a Web site of the advertiser on the home page.

17. A search engine according to claim 16, wherein the means for allowing an advertiser to place a link comprises means for bidding on desired keywords, and means for placing the link to the advertiser's Web site in an order on the home page of the search engine whereby the highest placement corresponds to the  
5 highest bid for that particular keyword.

18. A search engine according to claim 17, further comprising means for allowing an advertiser to raise the placement of the link to its Web site in the results of a search initiated by a visitor.

19. A search engine according to claim 18, wherein the means for allowing the advertiser to raise the placement includes means for entering at least one desired search term, means for submitting a bid on the search term, the bid corresponding to a cost per hit the advertiser is willing to pay for the search term, and means for  
5 displaying the link to the advertiser's Web site in an order of placement corresponding to the amount of the bid, the higher bids receiving the higher placements.



FIG. 1

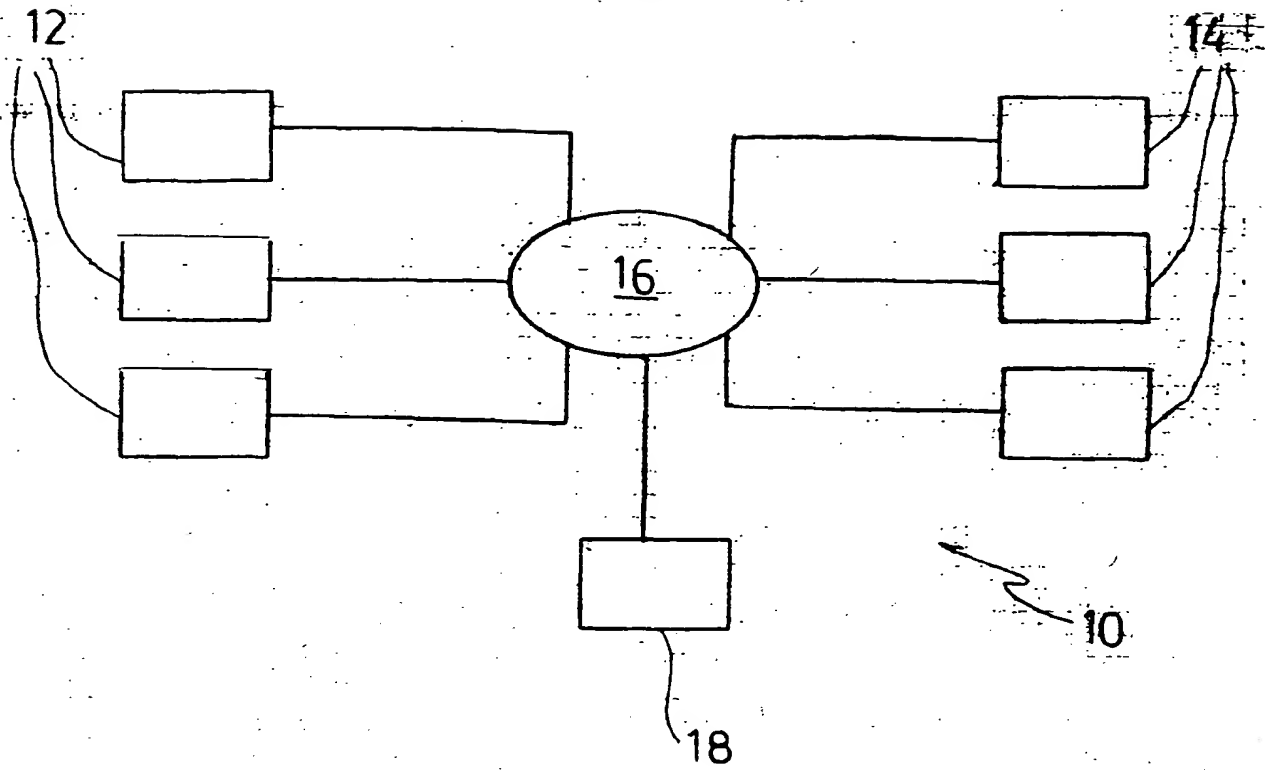
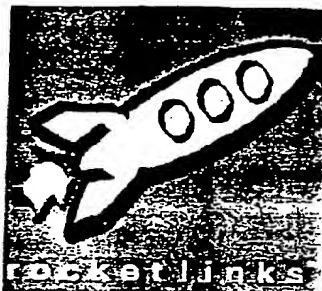


FIG 2

20



uBid.com

Go! Online Auction

DIGITALCameras

Polaroid, Kodak, Epson, Sony



Enter your Search and Blast Off:

launch

Business Computers Education Entertainment Family Finance Health  
Internet News Reference Science Shopping Sports Travel

## About RocketLinks

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## Today's Top Clicks

List your site here

## Rewarding Credit Cards

(Cost to Advertiser: \$0.69)

Get a credit card that Rewards YOU! Earn Frequent flyer miles, cash back, hotel points, free gas, and MORE!

## SJF.com - Material Handling Equipment &amp; Services.

(Cost to Advertiser: \$0.68)

Web's #1 source for new & used conveyor - rack - shelving - forklifts and more.

## Mortgages for ANY Credit at

anycreditmortgage.com

(Cost to Advertiser: \$0.65)

Afraid to apply for a home loan or refinance? We have a mortgage for you. Preapply or call today and we'll handle the details!

## DON'T MISS THIS OPPORTUNITY OF STARTING YOUR OWN BUSINESS

(Cost to Advertiser: \$0.60)

THIS IS THE REVOLUTION OF THE YEAR 2000! Hand Technologies the Hottest Home-Based Business Concept in America Today!

## home loans online at elkton mortgage.com

fast!

(Cost to Advertiser: \$0.59)

Apply online now for fast approval

## Today's Top Clicks

List your site here

## Featured Search - Games:

## Free Poetry Contest-\$58,000 in Prizes!

(Cost to Advertiser: \$0.30)

You can win cash prizes with FREE amateur contests, read our magazine & poem of the day, view ultimate poetry links, learn how to get published and more. Visit Poetry.com now!

## 2AM Free Multiplayer Online Games

(Cost to Advertiser: \$0.29)

Free 1.6 MB download of 2AM's games. Play war/strategy, business sim, poker, chess, and backgammon at 2AM's non-gambling online game site. Free to join & play! Chat feature in all games! Compete in contests, win cash & prizes!

## Receive Special Offers by Email

(Cost to Advertiser: \$0.28)

Sign up to receive special offers and news about products and services targetted to your interests.

## Featured Search - Gifts:

## FlowersByNet.com - TELEFLORA, FTD, AFS

(Cost to Advertiser: \$0.61)

Flowers, the Fastest & Easiest way to send, Emotions, Feelings & Gifts of Love Anywhere 24Hours a day 7Days

## 21 Century Wholesale Products

(Cost to Advertiser: \$0.60)

The Best place to get the Best products at the

## Featured Sponsors

List your site here

Cost to advertiser

## Money

- ▶ SJF.com - Material Handling Equipment (\$0.64)
- ▶ Mortgage Refinance for All Credit! (\$0.52)
- ▶ Research a stock.com (\$0.51)

## Gifts

- ▶ Special Gift Idea Email Offers (\$0.25)
- ▶ Free Poetry Contest at Poetry.com! (\$0.24)
- ▶ Everything Bagel.com (\$0.21)

## Internet

- ▶ Online Credit Cards (\$0.39)
- ▶ Surf for \$1,000,000 (\$0.38)
- ▶ Get Paid for Net Surfing! (\$0.36)

## Shopping

- ▶ Online Credit Cards (\$0.51)
- ▶ SJF.com (\$0.50)
- ▶ High-Tech Health Products Online (\$0.40)

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FIG.

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**home loans online at  
elkton mortgage.com  
fast!**

(Cost to Advertiser: \$0.67)

Apply online now for fast approval!

**CRBbooks.com**

(Cost to Advertiser: \$0.50)

Top Secret Informations. Books,  
CD-Roms, accessories.

**My-Home-Loan.com**

(Cost to Advertiser: \$0.47)

California discount home loans.  
Purchase, Home Improvement,  
Debt Consolidation.

**Do You Know**

**Computers?**

(Cost to Advertiser: \$0.46)

Get paid for what you know. Turn  
your computer knowledge into  
CASH!

**Receive Special Offers**

**by Email**

(Cost to Advertiser: \$0.45)

Sign up to receive special offers  
and news about products and  
services targetted to your interests.

Best Price on the WEB. Come here and you  
know you are going to save a lot of money. Buy  
5 Items here for the price of one at our  
competitors Websites.

**Berryware Hand-Painted Tableware**

(Cost to Advertiser: \$0.52)

Bright, bold contemporary hand-painted  
tableware, ideal for casual entertaining.  
Functional art for the home, the perfect gift for a  
wedding, birthday, anniversary or Christmas.  
Handmade in USA. FREE shipping.

**Featured Search - Entertainment:**

**Free Poetry Contest-\$58,000 in  
Prizes!**

(Cost to Advertiser: \$0.38)

You can win cash prizes with FREE amateur  
contests, read our magazine & poem of the day,  
view ultimate poetry links, learn how to get  
published and more. Visit Poetry.com now!

**Your Online Guide to Music & Media  
on the World Wide Web**

(Cost to Advertiser: \$0.37)

Jazz, Blues, Soul and R&B internet radio just a  
CLICK away! Find the latest News and Sports.  
Movie Trailers, TV guide listings, too. See and  
hear the Web come alive on your PC.  
<http://thebroadcastweb.com>

**Receive Special Offers by Email**

(Cost to Advertiser: \$0.36)

Sign up to receive special offers and news  
about products and services targetted to your  
interests.

**Business**

- ▶ **SJF.com -  
Equipment** (\$0.08)
- ▶ **Sunfinder  
Vacations** (\$0.07)
- ▶ **Get paid to  
surf the web** (\$0.06)

**Entertainment**

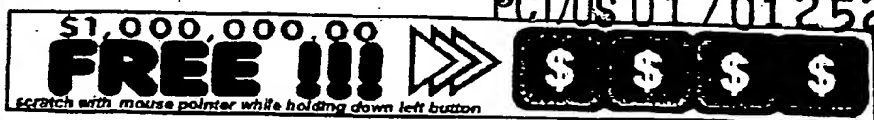
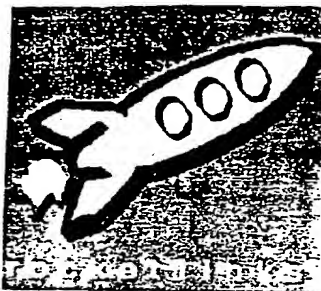
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Playoffs or  
Super Bowl!** (\$0.28)
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Ratings  
Guide** (\$0.27)
- ▶ **Special  
Entertainment  
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Stock News Trading Online Investing Dow Jones NASDAQ Options

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#### Today's Best Clicks

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**Fierce.com**  
(Cost to Advertiser: \$0.20)  
Surf the web with the masters

**PlanetClick.com - Finance**  
(Cost to Advertiser: \$0.10)  
Find the best Finance pages at PlanetClick

**4Anything.com**  
(Cost to Advertiser: \$0.06)  
Find Finance at 4Anything

List your site here

**Fierce.com**  
(Cost to Advertiser: \$0.20)  
Surf the web with the masters

**PlanetClick.com - Finance**  
(Cost to Advertiser: \$0.10)  
Find the best Finance pages at PlanetClick

**4Anything.com**  
(Cost to Advertiser: \$0.06)  
Find Finance at 4Anything

#### Featured Search - Business:

##### EyeOnCredit - Rewarding/Incentive Credit Cards

(Cost to Advertiser: \$0.62)

Browse categories of rewarding credit cards -- Earn Frequent Flyer Miles, Hotel Points, Free Gas, Free CASH, Free Merchandise, and MORE!!!

##### SJF.com | Material Handling Equipment & Services

(Cost to Advertiser: \$0.61)

FREE CATALOG. | Web's #1 rated source for Conveyor | Rack | Shelving | Forklifts and other Material Handling Equipment & Services. Secure Online Store. Design - Layout - Engineering - Installation services. Discussion forums.

##### Iwin.com - Win cash and prizes by playing games!

(Cost to Advertiser: \$0.59)

Win cash and prizes by playing games online. No download needed! Games include trivia, solitaire, blackjack, poker, yahtzee, roulette and many more!

#### Featured Search - Stocks:

##### StocksandNews.com

(Cost to Advertiser: \$0.26)

Brian Trumbore provides all the commentary on stocks, news, and the market that's important to you. Original articles include the Week in Review, Hott Spotts, Dr. Bortrum, Wall Street History, and a little Bar Chat to keep things in perspective.

#### Featured Sponsors

List your site here Cost to advertiser

##### Online Brokers

► 4Anything (\$0.06)

##### Stock Tips

► 4Anything (\$0.06)

##### Research

► 4Anything (\$0.06)

##### News

► 4Anything (\$0.06)

##### Stocks

► 4Anything (\$0.06)

##### Charts

► 4Anything (\$0.06)

##### Internet

► 4Anything (\$0.06)

FIG. 5

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☉ **MSN HomeAdvisor: Find a Loan**

(Cost to Advertiser: \$0.25)

MSN HomeAdvisor: Learn the ins and outs about home financing. Whether you want to finance, refinance or get a 2nd mortgage; HomeAdvisor can help you through the entire financing process.

☉ **InvesTrade Discount Securities**

(Cost to Advertiser: \$0.20)

Online broker - low rates - trade stocks - \$7.95 -  
options minimum - \$14.95

Featured Search - Investing:

☉ **MSN HomeAdvisor: Find a Loan**

(Cost to Advertiser: \$0.25)

MSN HomeAdvisor: Learn the ins and outs about home financing. Whether you want to finance, refinance or get a 2nd mortgage; HomeAdvisor can help you through the entire financing process.

☉ **FREE Retirement Investing Newsletter  
- Senior Savvy**

(Cost to Advertiser: \$0.21)

A FREE monthly newsletter keeping you up to date on all aspects of retirement and 'seniority.'

☉ **InvesTrade Discount Securities**

(Cost to Advertiser: \$0.20)

Online broker - low rates - trade stocks - \$7.95 -  
options minimum - \$14.95

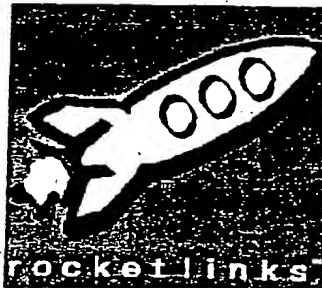
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FIG. 6

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Is your home  
also your office?

Enter your Search and Blast Off:

launch

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Popular Searches: [Casino](#) [Sports](#) [Money](#) [Gifts](#) [Entertainment](#) [Insurance](#) [Mortgage](#) [Business](#)

[RocketLinks Home](#)

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Search Results - flowers:

⑨ [Australia Millennium Gallery of Prints Posters](#) (Cost to Advertiser: \$0.40)

Australian art products: paintings, prints, posters, photos shipped worldwide. Images of flowers, wildlife, landscapes, outback and cityscapes. Free shipping worldwide

⑨ [FlowersByNet.com - TELEFLORA, FTD, AFS](#) (Cost to Advertiser: \$0.38)

Flowers, the Fastest & Easiest way to send, Emotions, Feelings & Gifts of Love Anywhere 24Hours a day 7Days a week. We Offer Prompt, Dependable Service with the Best Graphics & Flower Selection on the Net. Were are Your Neighborhood Florist on Line.

⑨ [EyeOnCredit - Rewarding Credit Cards \\* Cash Back \\* Frequent Flyer Miles \\* Free Gas \\*](#) (Cost to Advertiser: \$0.38)

We show you ALL the credit cards that give you cash back, frequent flyer miles, free merchandise, free gas, hotel points, and MORE!!!

⑨ [LAROSE.COM Florist & Gift Shop](#) (Cost to Advertiser: \$0.37)

Florist and gift shop sending flowers free of extra service charges throughout North America, saving customers up to \$10.95 over other national flowers-by-wires services.

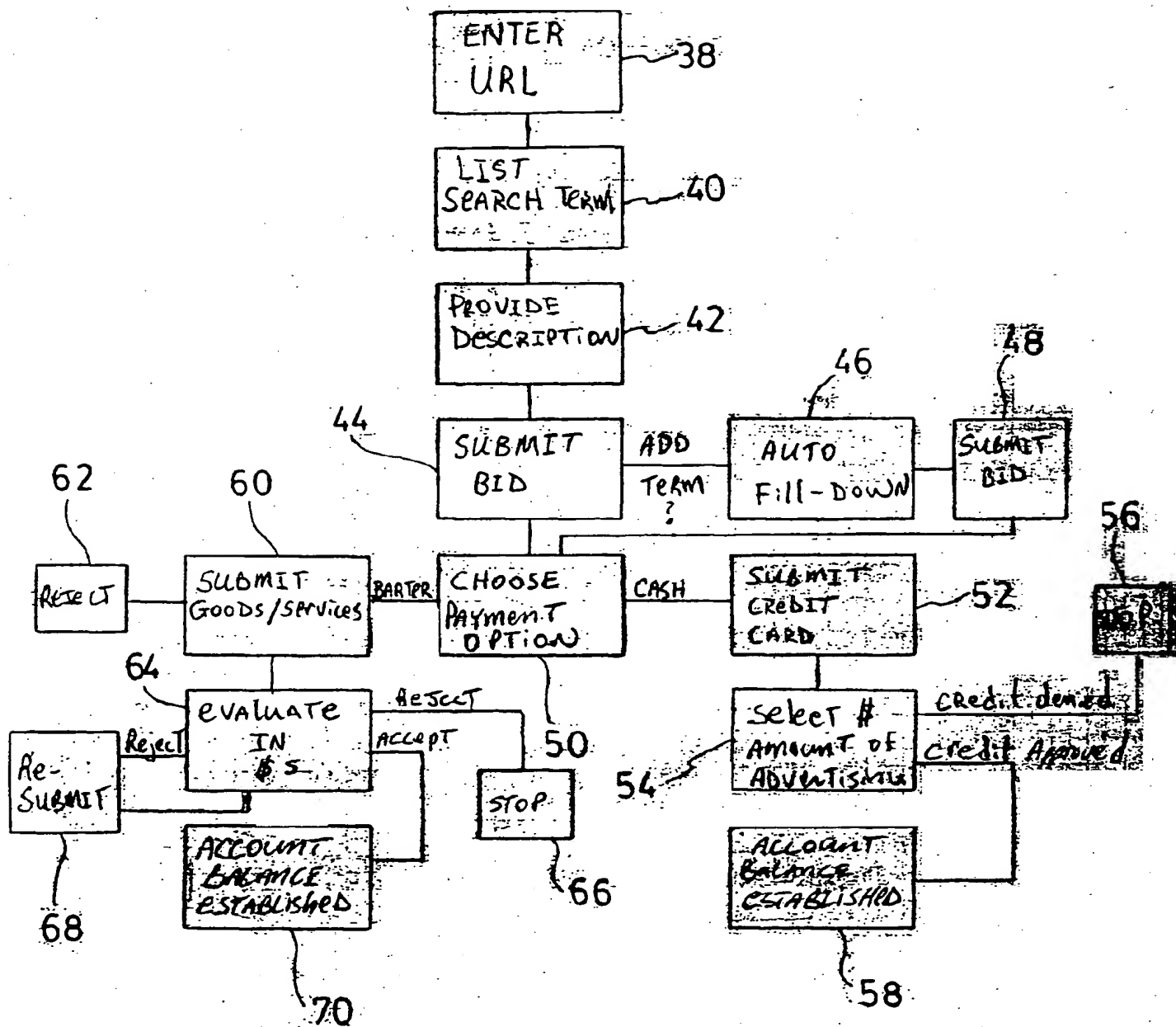
⑨ [Flower.com, Best Florist on the Internet](#) (Cost to Advertiser: \$0.22)

The internet's most entertaining and affordable way to send flowers and gifts anywhere in the world! Choose arrangements from our catalog or create your own with Build Your Own Bouquet. TM. Bookmark our site and visit for our weekly specials!!

⑨ [Free Poetry Contest-\\$58,000 in Prizes!](#) (Cost to Advertiser: \$0.13)

You can win cash prizes with FREE amateur contests, read our magazine & poem of the day, view ultimate poetry links, learn how to get published and more. Visit Poetry.com now!

FIG. 7







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